

Do Consumers Care About the Intention to Continue Using Retail Grocery Applications? Evidence from Hedonic Value Experiences

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Abstract

Customers' continued usage of retail grocery applications (apps) is more important to a retailer's long-term profitability, marketability, and viability than the initial acceptance. However, consumers appear to be downloading retail grocery apps regularly and then discontinuing their use, which is problematic from the perspective of the retailer's app investment. Thus, fewer studies have examined the significance of hedonic value experiences in continuance app usage, even though researchers acknowledge that the hedonic demands of mobile app users are more crucial in continuance than the initial adoption of apps, there are still few studies examining how hedonic value experiences influence post-adoption app behavior. This study investigates the imperative hedonic value dimensions from the Experiential Value (EV) Theory as mediators of the confirmation-satisfaction relationship in the Expectation-Confirmation model (ECM) as well as the moderating role of app user experience on confirmation and hedonic value dimensions. A total of 300 online-administered surveys were collected among retail grocery shopping app users. Smart-PLS version 4.0 was used to test the proposed mediation and moderation hypotheses. The indirect effects of hedonic value experiences did not mediate the confirmation-satisfaction relationship. Moreover, app user experience was found to have a moderating role in confirmation and hedonic value relationships. The study's theoretical significance is the empirical extension of the ECM model by incorporating the role of hedonic value experiences in app post-adoption behaviour. Academic and practical recommendations are proposed for future study.

Keywords: continuance use intention, expectation-confirmation model, experiential value theory, purchasing, satisfaction